

Sella Antica is a red blend born in Maremma, the land of the *butteri* – the real-life cowboys from Italy’s wild west. A kinship of fearless horsemen and women, they uphold their forebears’ traditions, preserving the land and beasts as they have for over 2,000 years. Their badge of honor is their horse’s breast-collar medallion, handmade from the same leather as each rider’s saddle. It is from this saddle that Sella Antica (Ancient Saddle) gets its name. Like the *Butteri*, Sella Antica is expertly blended using centuries-old methods, yet is dominantly Merlot and Cabernet Sauvignon, creating a daring new style of red wine unlike those traditional to Tuscany. The result is a red blend that brings out the fruit-forward expressions of the land that tastes as rich as the story it celebrates.



2023 OFF-PREMISE

## CASE SLEEVE

- 48.7" W x 39" H



## CASE CARD

- 13.5" W x 25.4" H  
(.75" fold from top)



The first half of 2023 incorporates "New Blend Old Soul" into our core design, leveraging a QR code to drive consumers to explore and discover the brand's "old soul" on our brand page.



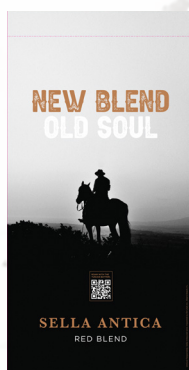
## SHELF TALKER

- 3" W x 3.75" H  
(.75" fold from top)



## GLORIFIER

- 12" W x 23.5" H  
(scored 2" from top)



## TWO-SIDED NECKER

- 2.25" W x 4.5" H  
(1.5" fold from top)





We celebrate the *Butteri* in every glass. Sella Antica is a red blend with ripe blueberry and blackberry aromas and hints of vanilla and cooked plums. Layers of dark fruit flavors, chocolate, and spicy oak, framed by velvety tannins, carry this rich and fresh palate to a smooth finish.

2023 will leverage pole topper displays at key accounts and showcase its easy drinkability and endless pairing potential through in-store tastings.



#### POLE TOPPER

- 2'2.25" W x 6'10" H x 5.5" D

#### KEY CHAIN

- 1.99"W x 2"H  
Antique Brass Key Chain



#### TASTING CARD

- 4.1" W x 5.8" H



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